



Forward looking. Forward thinking.

**WARBURG PINCUS COMMITS \$75 MILLION TO GERMAN BIG DATA ANALYTICS AND
PREDICTIVE APPLICATIONS PLAYER BLUE YONDER**

Karlsruhe, Germany and London, United Kingdom; 16 December 2014

Blue Yonder, a leading provider of Big Data analytics and Predictive Applications, today announced that an affiliate of Warburg Pincus, a global private equity firm focused on growth investing, has committed \$75 million to support the Company's further growth and expansion.

Blue Yonder is the leading European player in the rapidly growing and developing market for Predictive Applications. The Company is focused on Software-as-a-Service ("SaaS") based delivery of Predictive Applications embedded in its customers' core processes enabling companies to drive decisions from their data using scientifically-based and innovative technologies such as predictive modelling and machine-learning. Blue Yonder's key applications provide customers with a number of benefits resulting in significant cost savings and operational efficiencies primarily based on accurate real time forecasts which enable automated decision-making such as demand forecasting, dynamic pricing, replenishment, churn prediction, and predictive maintenance.

Since its foundation in 2008, as a joint venture of the Otto Group and the former CERN Scientist Prof. Dr. Michael Feindt, Blue Yonder has built a strong foothold in the European retail and consumer product goods markets with customers including the Otto Group, Next, dm, EAT, Bauhaus and Kaiser's Tengelmann. The Company has recently expanded into other verticals including industrial and transport, and logistics with customers including Eurotunnel, Lufthansa Systems and Bosch.

Uwe Weiss, CEO at Blue Yonder said, "We are very excited about the large and rapidly growing market for Predictive Applications and see many opportunities developing alongside the rise of the Industrial Internet of Things. The opportunity for Blue Yonder lies not only in providing our clients with significant enhanced predictive forecasts, but also in demonstrating how our solutions can deliver meaningful results when deployed in continuous real-time production environments. Going forward Big Data analytics will be used to improve operational efficiencies and to transform business models, changing the way our clients can compete in the marketplace."

Joseph Schull, a Managing Director at Warburg Pincus commented, "We are delighted to partner with the Blue Yonder management to accelerate the company's growth and development. Blue Yonder has developed innovative and differentiated technology to serve blue-chip customers and is led by a creative and entrepreneurial management team. We believe that there is significant scope to grow the business on a global basis as more and more corporates understand the value of harnessing their data assets for predictive analytics and business-decision automation."

Warburg Pincus is a leading private equity investor in technology, media and tech-enabled services companies ("TMT"). In the year-to-date, Warburg Pincus has made 13 investments in TMT and since inception Warburg Pincus has invested more than \$15 billion in TMT. In particular, Warburg Pincus has been a leading investor in enterprise software and analytics-driven businesses, including investments in Nuance Communications (NASDAQ: NUAN), Kognitio, WhiteCross, Manugistics, and Loyalty Management. Other leading global communications services, software and technology-enabled services investments have included BEA Systems, Bharti Airtel (BSE: BRTI), Coyote Logistics, Endurance International Group (NASDAQ: EIGI), easycash, FacilitySource, FIS (NYSE: FIS), GrubHub (NYSE: GRUB), iParadigms Holdings LLC, NeuStar (NYSE: NSR), New Breed, RDA Microelectronics Inc. (NASDAQ:RDA), Service Repair Solutions, UGS Capital Corp., VERITAS Software and Ziggo (AMS: ZIGGO).

Following the investment, Warburg Pincus will become an additional shareholder in the Company joining existing investors, the OTTO group and the founders.

Blue Yonder press contacts:

Dunja Riehemann
Director Marketing
Blue Yonder GmbH
Ohiostraße 8
76149 Karlsruhe, Germany
Phone +49 (0)721 383 117 36
Fax +49 (0)721 383 117 69
Mobile +49 (0) 162 2091821
dunja.riehemann@blue-yonder.com
www.blue-yonder.com

Georgia Long
Waggener Edstrom Communications
Phone +44 207 632 3910
glong@waggeneredstrom.com
BlueYonderUK@waggeneredstrom.com

Warburg Pincus press contacts:

Sarah Gestetner
Phone +44 (0) 207 306 0377
Mobile +44 (0) 7767 481163
sarah.gestetner@warburgpincus.com

About Blue Yonder (www.blue-yonder.com)

Blue Yonder is the leading SaaS provider for predictive analytics in the European market. The enterprise's platform automates decision-making in real time and supplies precise forecasts. The company, which was founded in 2008 in Karlsruhe, Germany, makes industry-specific forecasting software that customers like Eurotunnel, EAT, Natsu, Kaiser's Tengelmann, and Bosch use to optimize their core processes and to become predictive enterprises. The company was founded by an ex-CERN researcher, Prof. Michael Feindt. Blue Yonder uses scientifically-based and innovative techniques such as predictive modeling and machine learning to help

enterprises boost their profits. The scalable and cloud-based platform from Blue Yonder provides accurate forecasts for sales planning and automated materials planning. In addition, it is also used in dynamic pricing and in customer analyses. In January 2014, Blue Yonder created the Data Science Academy to provide enterprises with relevant specialized knowledge and to train decision-makers from management and specialized and IT departments. Blue Yonder's work has won many awards, among them the IoT Award 2014, BT Retail Week Technology Award, the German Innovation Prize, and the FOCUS Digital Star Award.

About Warburg Pincus (www.warburgpincus.com)

Warburg Pincus LLC is a leading global private equity firm focused on growth investing. The firm has more than \$37 billion in assets under management. The firm's active portfolio of more than 120 companies is highly diversified by stage, sector and geography. Warburg Pincus is an experienced partner to management teams seeking to build durable companies with sustainable value. Founded in 1966, Warburg Pincus has raised 14 private equity funds, which have invested more than \$50 billion in over 720 companies in more than 35 countries. The firm is headquartered in New York with offices in Amsterdam, Beijing, Frankfurt, Hong Kong, London, Luxembourg, Mauritius, Mumbai, San Francisco, São Paulo and Shanghai.